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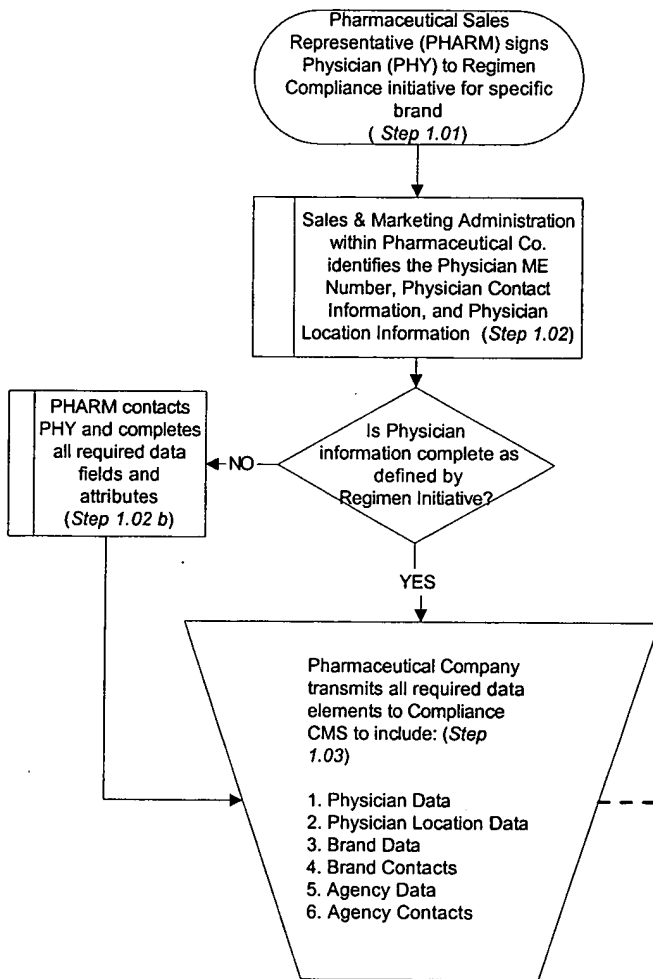
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Figure - 1
Compliance CMS Process Flow
Physician Recruitment & Data
Capture



Compliance CMS Server & Data Capture Actions

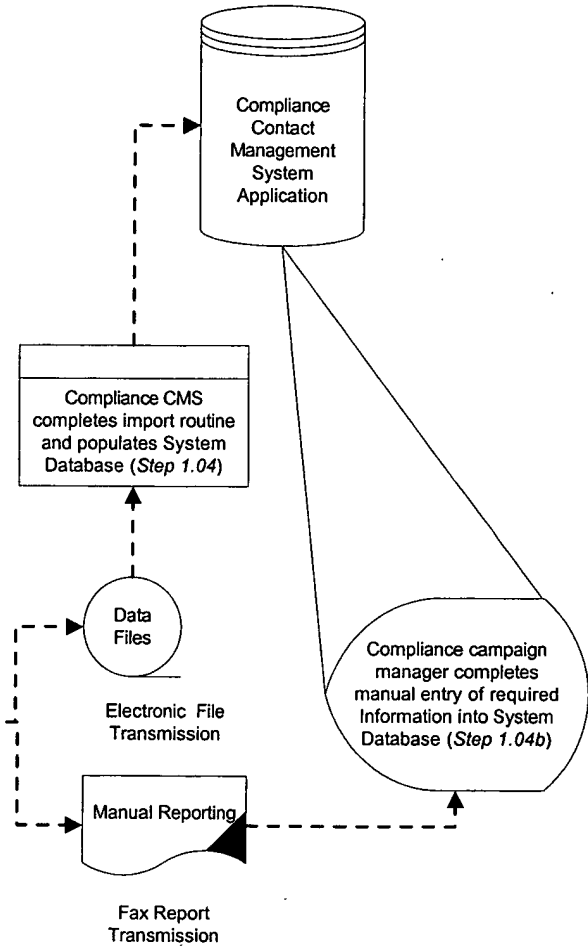


Figure -2
Compliance CMS Process Flow
Scripting & Survey Data Retention

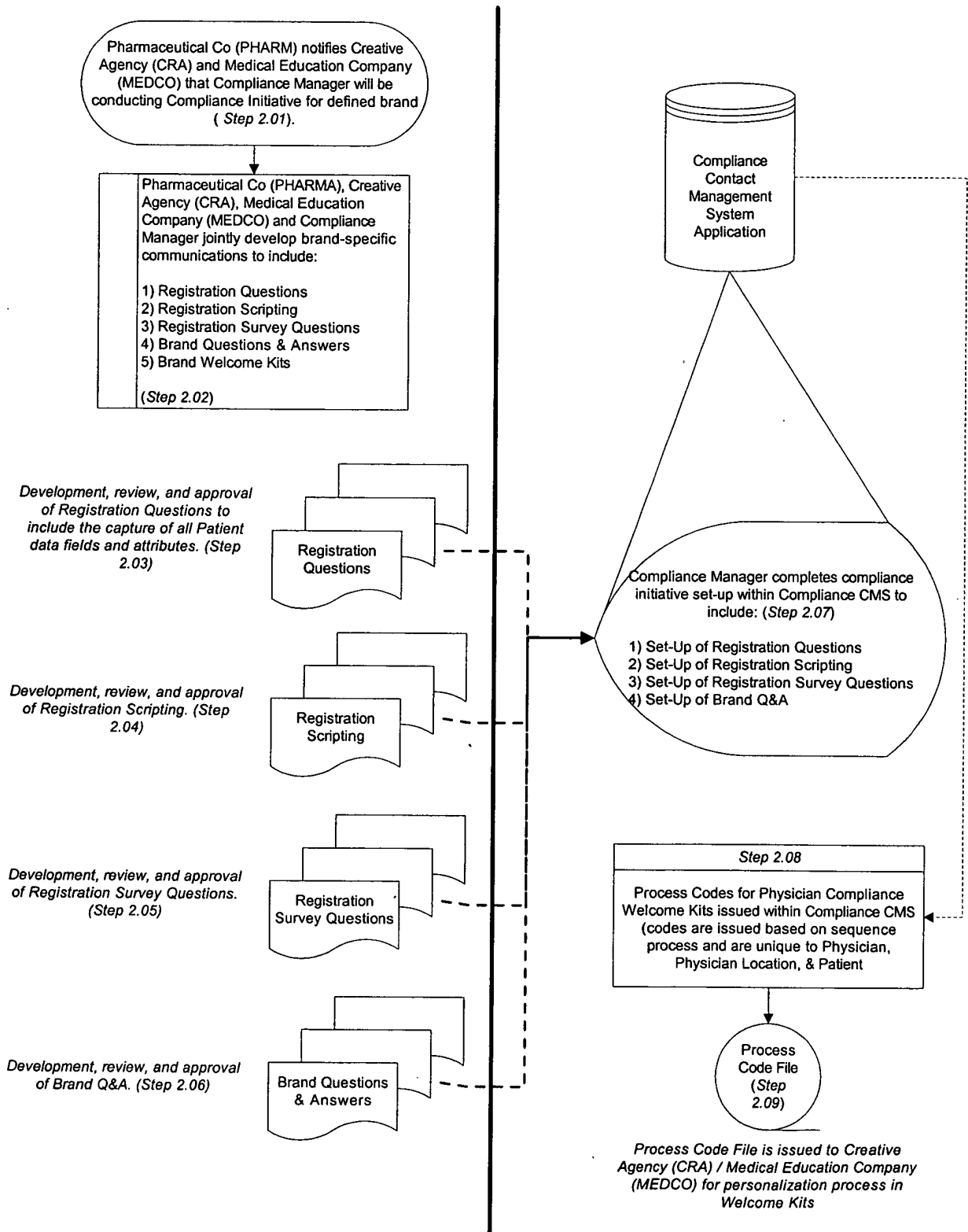


Figure - 3
Compliance CMS Process Flow
Patient Registration - Inbound Call
Flow

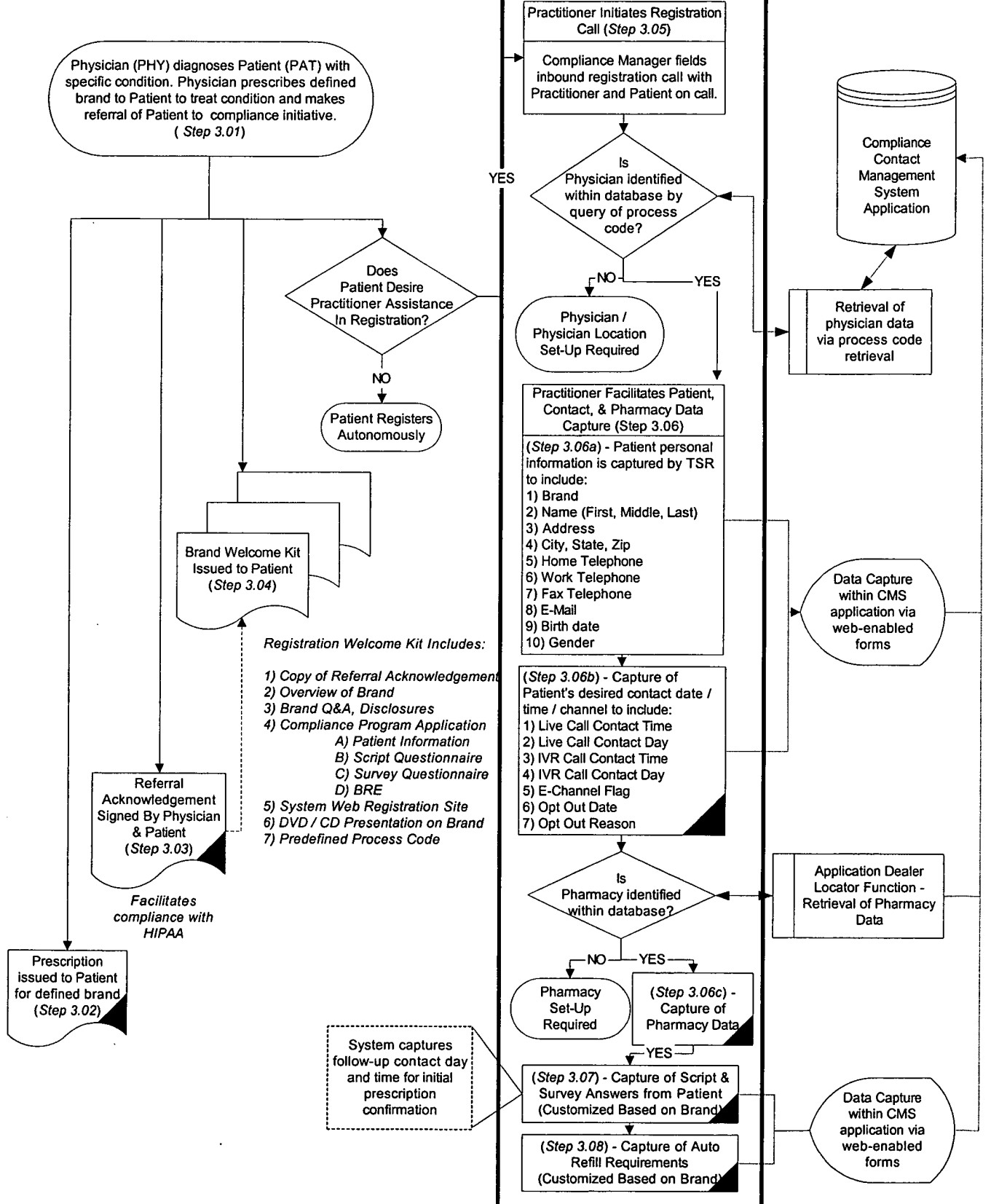


Figure - 4

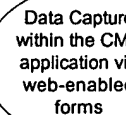
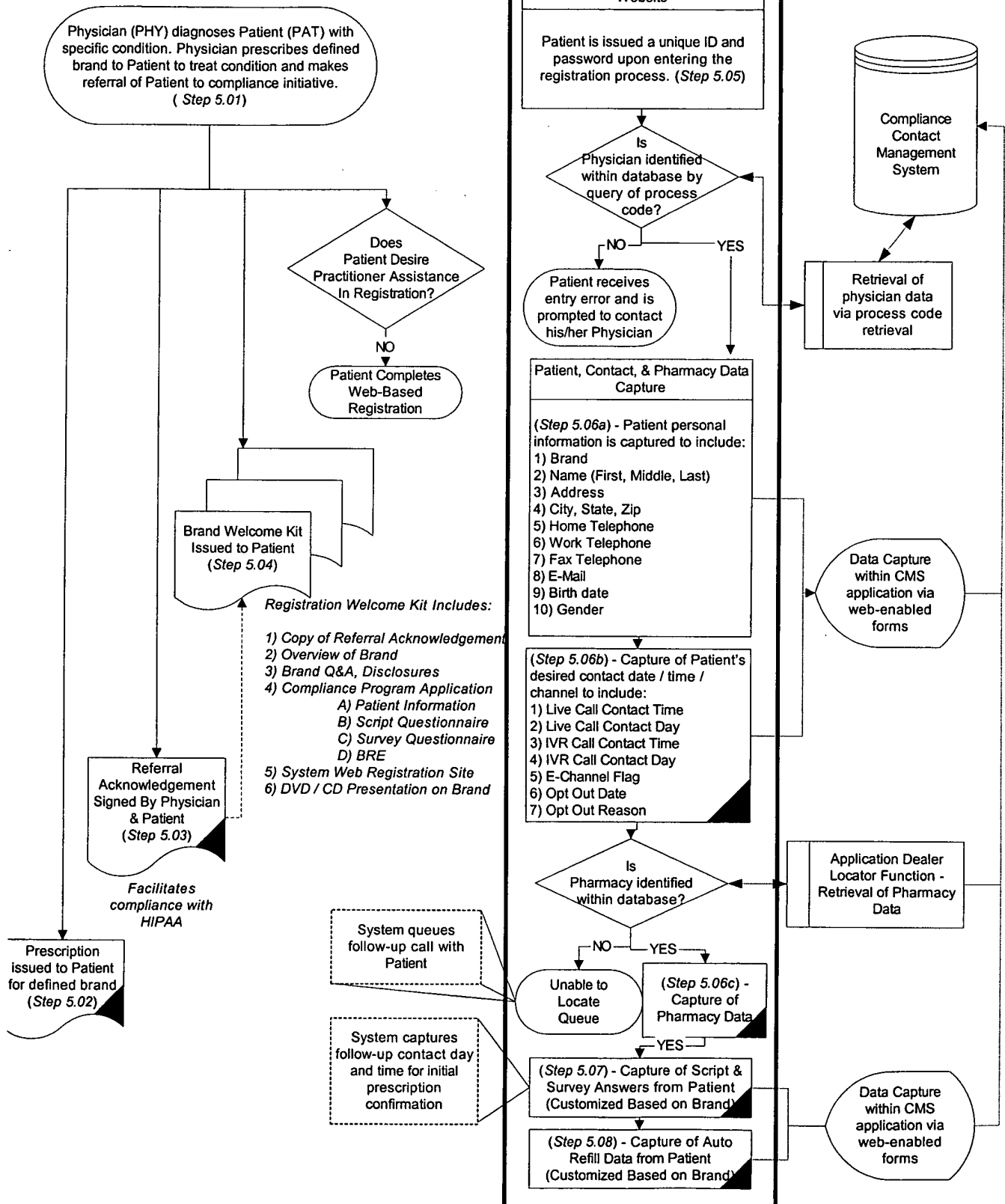


Figure - 5
Compliance CMS Process Flow
Patient Registration - Web-
Based Self Registration



Compliance Contact Management System

Database engine reviews all patient records for a defined brand to determine if record is scheduled for contact as instructed by patient in registration process. (Step 6.01)

Compliance CMS Engine completes nightly processing routine in which date and time fields of all patient records are reviewed:

- 1) Live Call Contact Time
- 2) Live Call Contact Day
- 3) IVR Call Contact Time
- 4) IVR Call Contact Day
- 5) E-Channel Flag
- 6) Opt Out Date
- 7) Opt Out Reason

Is Patient Scheduled for Contact? (Step 6.02)

YES: Has Patient Opted Out of Contact Process? (Step 6.03)

YES: Patient Record Is Suppressed

NO: Patient Contact Field Selection

Patient personal contact information is queued to include: (Step 6.04)

- 1) Brand
- 2) Name (First, Middle, Last)
- 3) Address
- 4) City, State, Zip
- 5) Home Telephone
- 6) Work Telephone
- 7) Preferred Telephone Flag
- 8) Fax Telephone
- 9) E-Mail

What Channel Is Scheduled for Contact? (Step 6.05)

Select File Is Created (Step 6.06)

Patient File, Scripting, and Survey are processed and queued either at Service Bureau or Internal Operation (Step 6.09)

Scripting & Survey Material Is Selected Based on Brand & Time Parameters

Scripting & Survey Material Is Selected Based on Brand & Time Parameters

Scripting & Survey Material Is Selected Based on Brand & Time Parameters

Text Scripting Is Selected Based on Brand & Time Parameters

Scripting, Survey Text, Code, Or Recording Is Selected (Step 6.07)

TOUCH CAMPAIGN EXECUTION

- Live Outbound Call Campaign (Step 6.10 a)
- IVR Outbound Call Campaign (Step 6.10b)
- E-Mail Blasts (Step 6.10c)
- DM Campaign Drops (Step 6.10d)

Touch History Table is updated to reflect new contact file for each respective patient to include scripting, survey (Step 6.08) and disposition / contact results (Steps 6.11 - 6.14)

Scripted Brand Touch Scripting

Scripted Brand Touch Survey Questions

Daily Contact File Uploads

LIVE CALL

Call Completion - Update Database with All Response Data (Step 6.14a)

Answering Machine Contact? (Step 6.14b)

YES: IVR Message Delivered - Update Well Touch Database (Step 6.13a)

NO: Unable to Contact Dispositions (Step 6.13b)

DM

DM Received - Update Well Touch Database with All Response Data (Step 6.12a)

DM Returned as Unable to Deliver - Update Well Touch Database (Step 6.12b)

E-MAIL

E-Mail Delivered - Update Well Touch Database (Step 6.11a)

E-Mail Returned as Unable to Deliver - Update Well Touch Database (Step 6.11b)

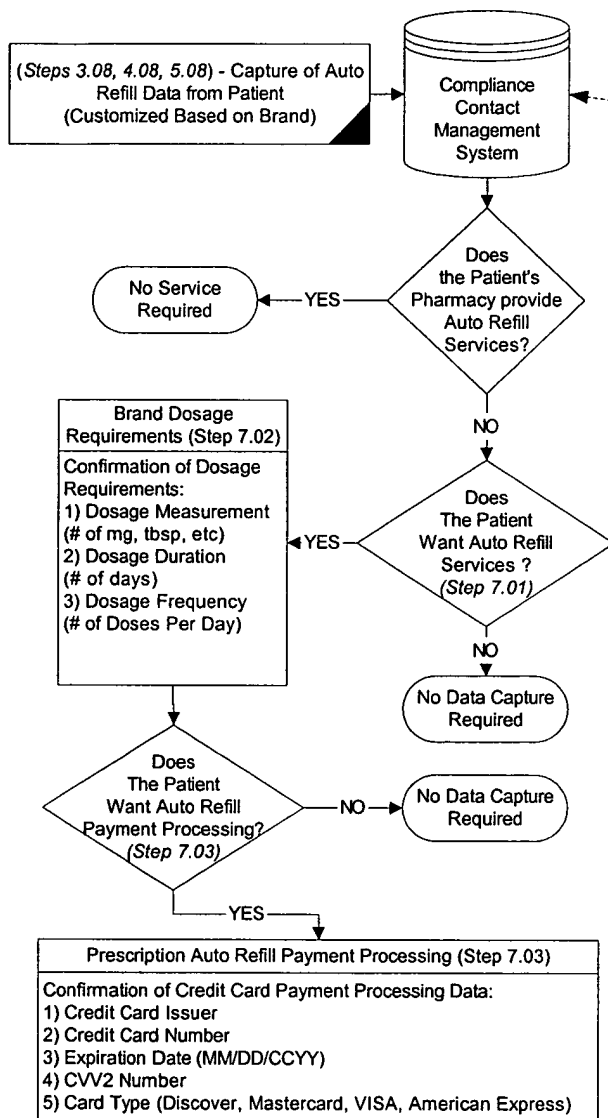
Patient Contacted?

YES

NO

Initial Prescription Confirmation Call Is Always In Live Call Format

Figure - 7
Compliance CMS Process Flow
Patient Auto Refill Functionality



Compliance CMS Engine Processing

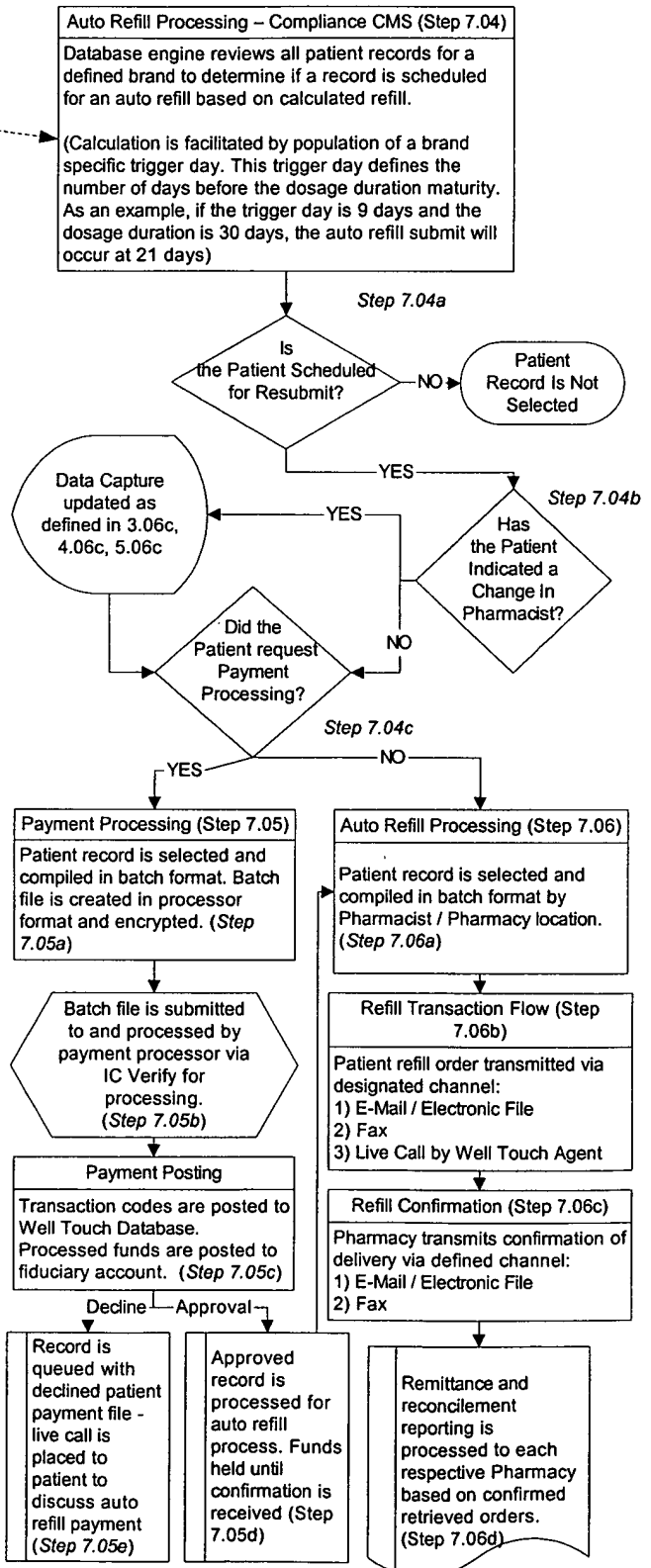
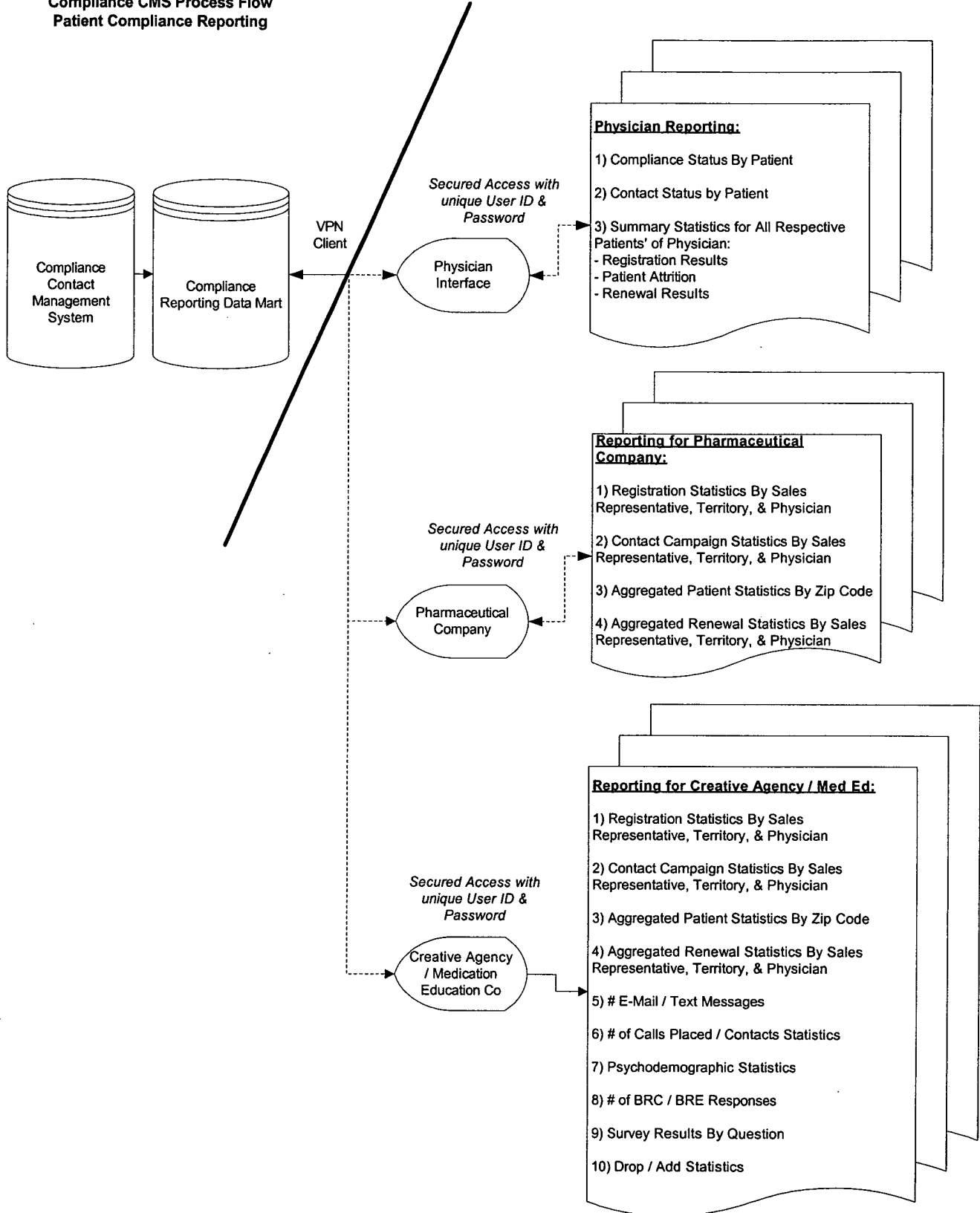
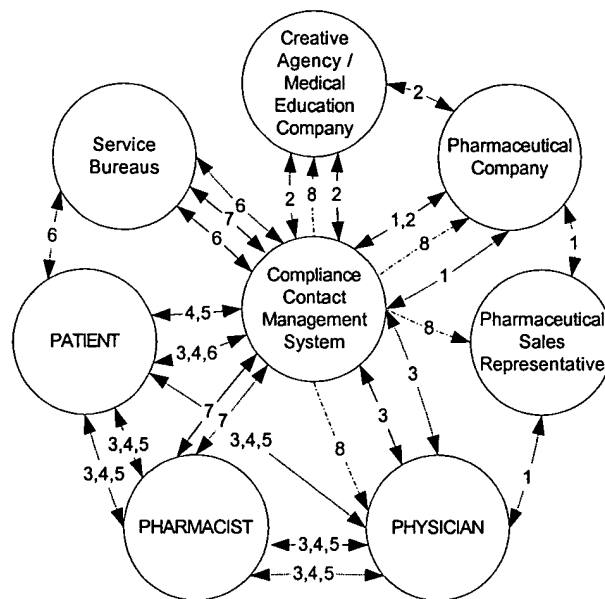


Figure - 8
Compliance CMS Process Flow
Patient Compliance Reporting



Legend

- ▶ Data
- ▶ Reporting
-▶ Verbal
- - - - -▶ Mail



The diagram illustrates the Compliance Contact Management System as a central hub connected to seven external entities. The central circle is labeled "Compliance Contact Management System". The surrounding circles and their connections are as follows:

- Creative Agency / Medical Education Company**: Connected to the central system with a bidirectional arrow labeled "2".
- Pharmaceutical Company**: Connected to the central system with a bidirectional arrow labeled "1,2".
- Pharmaceutical Sales Representative**: No direct connection to the central system is shown.
- PHYSICIAN**: Connected to the central system with a bidirectional arrow labeled "3".
- PHARMACIST**: Connected to the central system with a bidirectional arrow labeled "7".
- PATIENT**: Connected to the central system with two bidirectional arrows labeled "6" and "4,5".
- Service Bureaus**: Connected to the central system with two bidirectional arrows labeled "7" and "6".

**Figur -11:
Compliance CMS
Technical Processing Flow**

